

ABSTRAK

Nurul Azmi, Implementasi Program CSR (*Corporate Social Responsibility*) Melalui Beasiswa Pendidikan (Studi Deskriptif Kualitatif di PT. Lampung Cerdas).

Implementasi program CSR di sebuah perusahaan menjadi salah satu bagian dari pekerjaan praktisi humas dan menjadi tanggung jawab perusahaan dalam memberikan bantuan dari berbagai bidang di masyarakat termasuk bidang pendidikan, Permasalahan kesenjangan pendidikan menjadi fokus utama dari program CSR PT. Lampung Cerdas dengan memberikan beasiswa pendidikan ke perguruan tinggi kepada para member yang terpilih.

Penelitian ini bertujuan untuk mengetahui implementasi program CSR melalui beasiswa pendidikan PT. Lampung Cerdas dengan konsep Program CSR yang memiliki lima tahap, yaitu *engagement*, *assessment*, rencana aksi pelaksanaan, aksi dan monitoring, serta evaluasi.

Penelitian ini dilakukan dengan menggunakan paradigma konstruktivistik melalui pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi partisipasi pasif dan wawancara mendalam. Konsep yang digunakan dalam penelitian ini, yaitu konsep Program CSR yang dikemukakan oleh Marnelly (2012) yang memiliki lima tahap, diantaranya tahap *engagement* (keterlibatan), tahap *assessment* (identifikasi masalah), tahap rencana aksi pelaksanaan, tahap aksi dan monitoring, serta tahap evaluasi.

Hasil penelitian ini menunjukkan bahwa PT. Lampung Cerdas telah melakukan implementasi program CSR melalui beasiswa pendidikan dengan konsep Program CSR, diantaranya *engagement* yang ditunjukkan berdasarkan aspek keterlibatan member dan karyawan, *assessment* yang ditunjukkan berdasarkan kemampuan mengidentifikasi masalah pendidikan, rencana aksi pelaksanaan ditentukan berdasarkan perencanaan yang dibuat oleh tim operasional, aksi dan monitoring ditentukan berdasarkan pelaksanaan dan pemantauan program, serta evaluasi ditentukan berdasarkan hasil monitoring dari setiap kegiatan. Kesimpulan dari penelitian ini, yakni PT. Lampung Cerdas telah melaksanakan implementasi program CSR melalui beasiswa pendidikan sesuai dengan konsep Program CSR yang digagas oleh Marnelly.

Kata Kunci: Corporate Social Responsibility (CSR), Implementasi CSR, Public Relations, Beasiswa Pendidikan.

ABSTRACT

Nurul Azmi, Implementation of CSR (Corporate Social Responsibility) Program Education Scholarship (Qualitative Descriptive Study at PT. Lampung Cerdas).

The implementation of CSR program in a company is one part of the work of public relations practitioners and is the responsibility of the company in providing assistance from various fields in society including education. The problem of educational disparity is the main focus of PT. Lampung Cerdas CSR program by providing educational scholarships to universities to selected members.

This study aims to determine the implementation of the CSR program through educational scholarships of PT. Lampung Cerdas with the concept of a CSR Program that has five steps, namely engagement, assessment, action plan implementation, action& monitoring and evaluation.

This research was conducted using constructivist paradigm through descriptive qualitative approach with data collection technique through passive participant observation and in-depth interview. The concept used in this study, namely CSR Program concept proposed by Marnelly (2012) which has five steps, including engagement, assessment (problem identification), implementation action plan, action & monitoring, and evaluation.

The results of this study indicate that PT. Lampung Cerdas has implemented a CSR program through educational scholarships with the concept of the CSR Program, including engagement which is indicated based on aspects of member and employee involvement, assessment which is indicated based on the ability to identify educational problems, action plans for implementation are determined based on planning made by the operational team, actions and monitoring are determined based on program implementation and monitoring, and evaluation is determined based on the results of monitoring each activity. The conclusion of this study is that PT. Lampung Cerdas has implemented the implementation of the CSR program through educational scholarships in accordance with the CSR Program concept initiated by Marnelly.

Keywords: Corporate Social Responsibility (CSR), CSR Implementation, Public Relations, Educational Scholarships.